

SAN LUIS OBISPO, CA Monday, September 18
COURTYARD BY MARRIOTT SAN LUIS OBISPO
1605 Calle Joaquin, 93405
(805) 786-4200

SEASIDE, CA Tuesday, September 19
EMBASSY SUITES MONTEREY BAY – SEASIDE
1441 Canyon Del Rey Blvd, 93955
(831) 393-1115

SANTA CRUZ, CA Wednesday, September 20
HILTON SANTA CRUZ/SCOTTS VALLEY
6001 La Madrona Dr, 95060
(831) 440-1000

Please do not contact venues except for driving instructions.
Complimentary parking is available at all sites.

HOW PEOPLE CHANGE THEIR MINDS TO ADOPT HEALTHFUL HABITS

✓one:

San Luis Obispo, Sep 18 Seaside, Sep 19 Santa Cruz, Sep 20

Name (PLEASE PRINT) _____

Home Address _____

City/State _____, Zip _____

Work Phone (____) _____ Home Phone (____) _____

Fax (____) _____ (PLEASE PRINT EMAIL IF AVAILABLE)

Email _____

Profession(s) _____

PRE-REGISTRATION

- \$79 Individual Rate
 \$74 Group Rate (3 or More Persons Registering Together)
\$89 On-Site Registration (if space is available)

FOUR WAYS TO REGISTER

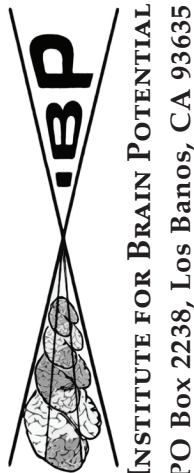
1. Internet: www.ibpceu.com
2. Mail: PO Box 2238, Los Banos, CA 93635
(make check payable to IBP)
3. Fax: (877) 517-5222
4. Phone: (866) 652-7414 (open 24 hours a day, 7 days a week)

Purchase orders are accepted. IBP tax identification number: 77-0026830

All major credit cards accepted: _____ Type of card _____

Card # _____ Exp Date _____ / _____

Signature _____



PLEASE POST



HOW PEOPLE CHANGE THEIR MINDS TO ADOPT HEALTHFUL HABITS

SAN LUIS OBISPO: Monday, September 18

SEASIDE: Tuesday, September 19

SANTA CRUZ: Wednesday, September 20

A New 6-Hour Seminar for Health Professionals, Fall, 2017 \$79

HOW PEOPLE CHANGE THEIR MINDS TO ADOPT HEALTHFUL HABITS

A 6-Hour Seminar for Health Professionals

This new program presents eight key methods developed by social psychologists to help people change their minds to adopt health related behaviors. However, in order to achieve sustainable change, it is also necessary to develop durable health-promoting habits.

This program presents practical tools to help clients change their minds and to develop attainable and sustainable habits.

For a selected medical, dental, or psychological behavior, participants successfully completing this program should be able to list:

1. Key social psychological tools for promoting change.
2. Key habit-based behavioral tools for developing sustainable habits.



Schedule: Check in: 8:15-9 AM, program starts: 9 AM, lunch (on own): 11:30 AM, Q&A and discussion with instructor: 12-12:30 PM, lecture resumes: 12:30 PM, adjournment: 4 PM. Please register early and arrive before the start time. Space is limited.

Group Registrations: Rates apply for 3 or more pre-registered guests enrolling together. Please complete a separate registration form for each person. Members of a group can attend on different dates.

Confirmation Notices and Certificates of Completion: We will confirm your registration by email or by letter. Please attend even if you do not receive a confirmation. Registrants are responsible for parking fees, if any. Successful completion includes full attendance and submission of the evaluation form. No partial credit will be given. Certificates of completion are provided at the time of adjournment.

Transfers and Cancellations: Registrants can transfer to another seminar if space is available. Registrants canceling up to 48 hours before a seminar will receive a tuition refund less a \$15 administrative fee, an audio CD or DVD recording of the seminar with the instructional outline, if available, or if requested, a full-value voucher good for one year, for a future seminar. In the unlikely event that the seminar cannot be held (e.g., an act of God), registrants will receive free admission to a rescheduled seminar or a full-value voucher, good for one year, for a future seminar. All requests must be made in writing or online. No IBP program has ever been cancelled as the result of low attendance. We anticipate that participants will have desks at most locations.

Customer Service: Call 888-202-2938 to ask about course content, instructors, request accommodations for disability, submit a formal grievance, or remove your name from a list. For other questions, call 866-652-7414.

Institute for Brain Potential: We are the leading provider of accredited programs on the brain and behavioral sciences. Our non-profit organization (tax ID 77-0026830) has presented cost-effective, informative and practical seminars by outstanding speakers since 1984.

HOW PEOPLE CHANGE THEIR MINDS TO ADOPT HEALTHFUL HABITS

NURSES: Institute for Brain Potential (IBP) is approved by the CA Board of Registered Nursing, Provider #CEP13896. This program is offered for 6 contact hours.

Institute for Brain Potential (IBP) is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation.

IBP is awarded "accreditation with distinction," the highest recognition awarded by the ANCC.

PSYCHOLOGISTS, COUNSELORS, SOCIAL WORKERS, AND MFTs: Institute for Brain Potential (IBP) is approved by the American Psychological Association to sponsor continuing education for psychologists. IBP maintains responsibility for this program and its content. This program provides 6 CE credits.

Institute for Brain Potential (IBP) has been approved by NBCC as an Approved Continuing Education Provider, ACEP No. 6342. Programs that do not qualify for NBCC credit are clearly identified. IBP is solely responsible for all aspects of the programs. This program provides 6 clock hours of CE credit.

Approved Provider: Institute for Brain Potential, provider 1160, is approved as a provider for continuing education by the Association of Social Work Boards (ASWB), 400 South Ridge Parkway, Suite B, Culpeper, VA 22701. www.aswb.org. ASWB Approval Period: 11/11/2014 – 11/11/2017. Social workers should contact their regulatory board to determine course approval. Social workers will receive 6 clinical continuing education clock hours for participating in this intermediate-level course.

SUBSTANCE ABUSE PROFESSIONALS: Institute for Brain Potential is approved as a provider by CCAPP-EI, Provider Number 45-09-128-1217. Institute for Brain Potential is approved by the NAADAC Approved Education Provider Program, Provider #102949. This program provides 6 CEHs.

PHARMACISTS AND PHARMACY TECHNICIANS: Institute for Brain Potential is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education. This knowledge-based activity provides 6 contact hours (.6 CEUs). UANs: 0492-0000-17-006-L04-P and 0492-0000-17-006-L04-T

DENTAL PROFESSIONALS: IBP, provider RP-4261, is authorized to confer continuing dental education for Dentists, Dental Hygienists and Dental Assistants by the Dental Board of CA. IBP is designated as an Approved PACE Program Provider by the Academy of General Dentistry (AGD). The formal continuing dental education programs of this provider are accepted by the AGD for Fellowship/Mastership and membership maintenance credit. Approval does not imply acceptance by a state or provincial board of dentistry or AGD endorsement. The current term of approval extends from 12/01/14 – 11/30/18. Provider ID# 312413. Subject Code: 557. This program is 6 CE hours.

APPROVED PROVIDER OF CONTINUING EDUCATION by The American Occupational Therapy Association, Inc. **OCCUPATIONAL THERAPISTS:** IBP is an American Occupational Therapy Association (AOTA) Approved Provider, #6050. The assignment of AOTA CEUs does not imply endorsement of specific course content, products, or clinical procedures by AOTA. This program provides or 6 contact hours. Content Level: Intermediate. Content Focus: Domain of OT (Client Factors and Performance Patterns).

NURSING HOME ADMINISTRATORS: This program has been approved by the California Nursing Home Administrator Program (NHAP) for 6 CE hours.

PHYSICAL THERAPISTS: IBP is approved as a provider of physical therapy continuing education by the Physical Therapy Board of California (PTBC). This program provides 6 contact hours.

SPEECH-LANGUAGE PATHOLOGISTS: IBP is approved as a provider of CE by the CA Speech-Language Pathology & Audiology Board (SLPAB), #PDP247. This program provides 6 contact hours.

MASSAGE THERAPISTS: Institute for Brain Potential is approved by NCBTMB as a CE Approved Provider, #450939-09. This course provides NCBTMB-approved 6 CE hours of Advanced Science credit. Visit <http://goo.gl/85iSwY> to learn about Advanced Science credit.

RESPIRATORY CARE PROFESSIONALS: IBP is approved by the California Board of Registered Nursing (CA BRN), Provider #CEP13896. Programs approved by CA BRN are accepted by the Respiratory Care Board of California. This program provides 6 hours of continuing professional education.

CASE MANAGERS: This program has been pre-approved by the Commission for Case Manager Certification to provide 6 CE contact hours to CCM® board certified case managers.

ACUPUNCTURISTS: This course is pending approval by the California Acupuncture Board, Provider Number 565, for 6 hours of Category 1 continuing education.

DIETITIANS: IBP is a Continuing Professional Education (CPE) Accredited Provider with the Commission on Dietetic Registration (CDR). Registered dietitians (RDs) and dietetic technicians, registered (DTRs) will receive 6 CPEUs for completion of this program. Continuing Professional Education Provider Accreditation does not constitute endorsement by CDR of a provider, program, or materials. Provider Number: BP001. CPE Level: II. Suggested Learning Codes: 6010 and 6020.

EDUCATORS: This program provides 7.5 PGs of professional development toward license renewal in CA through a cosponsorship agreement between IBP and Alliant International University, a regionally accredited institution by the Accrediting Commission for Senior Colleges and Universities. Contact your school district if you need prior approval.

Applying Social Psychological Methods to Change Minds and the Brain

- **Miller and Rollnick's Motivational Interviewing**
 - **Key Principle:** people are more likely to change when they describe their own reasons for changing, and surprisingly, reasons for not changing.
 - **Motivational Brain:** when we change our minds we change our habit brain.
- **Prochaska's Readiness to Change**
 - **Five Stages of Readiness to Change:** determining how ready your client is to change.
 - **Attitudes and the Brain:** how readiness to change alters the brain.
- **Bandura's Self-Efficacy: The Belief One Can Change**
 - **I Can Do This!** Ways to develop self-efficacy
 - **How Self-Efficacy Changes the Brain:** the prefrontal cortex imagines a future in which one can accomplish goals.
- **Adjen's Translating Good Intentions Into Action**
 - **The Power of Planning:** initiating meaningful change by precise planning.
 - **The Goal-Directed Brain:** how goals can promote positive, non-conscious habits.
- **Rothman and Salovey's Health Messages that Compel Action**
 - **Persuasive Messages:** initiating change with hope-based messages; maintaining change with fear-based messages.
 - **Two Competing Brain Systems:** hope and fear—how they motivate or inhibit health behaviors.
- **Cialdini's Social Influence to Create Meaningful Change**
 - **Sources of Social Influence:** seven useful forms of social persuasion to change minds.
 - **Social and Emotional Reasoning:** a unique brain system in the frontal lobes.
- **Deci and Ryan's Intrinsic Motivation**
 - **Motivating to Become Our Best Self:** doing what we love without expectation of extrinsic rewards (e.g., income) to protect against burnout.
 - **Extrinsic Motivation:** what happens to your brain when you are not paid well to do something you value?
- **Marlatt's Relapse Prevention**
 - **Resisting Temptations:** situational stress, mood swings, maladaptive cognitions, and social influence.
 - **Retraining the Addicted Brain:** binge/intoxication (dopaminergic habit brain), withdrawal (amygdala), and craving (prefrontal cortex and insula)—how relapse prevention alters the brain.

Kelley and Heatherton's Self-Regulation and the Habit Brain

- **Why Self-Regulation is so Hard to Achieve:** under stress, tempting thoughts, impulses, emotions, and desires weaken the prefrontal influence over the subcortical habit brain.
- **Understanding Cravings:** immediate gratification, dopamine, and the present-centered habit brain.
- **Changing How We Feel By Changing How We Think:** applying emotional appraisal to improve impulse control.
- **Improving How We Imagine the Future:** enhancing stress mood regulation and taming present-centered impulsivity.
- **Maintaining Goal-Directed Behavior:** long-term motivation, long-term focus, and the orbitofrontal cortex.

Tools For Retraining the Habit Brain

- **Reprogramming the Habit Brain:** how the habit brain can be retrained by frontal lobe centers involved in planning, motivation and social-emotional reasoning.
- **Improving Impulse Control:** delaying automatic reactions to stress-evoking events by calming the overactive habit brain.
- **Tools for Behavioral Change:** how we change behavior by what we reward, including habits we are not aware of.
- **Practicing Reward Substitution for Want-Based Habits:** substituting cravings for food or drink with physical activity—this leads to reward substitution by producing enjoyable dopamine-related activities.
- **Developing Resilience:** a set of habits that can restore balance by reframing how we experience the past and imagine the future.

ABOUT THE INSTRUCTOR

Kateri McRae, Ph.D., is Assistant Professor of Psychology at the University of Denver, and an expert in the study of emotion regulation. Her work includes the study of brain and behavior involved in social and emotional resilience.

Dr. McRae's lectures are highly regarded by health professionals. Her programs are both practical and inspirational. Using fascinating case histories, film clips, and her skills as an actress, Dr. McRae uses innovative teaching methods that make her presentations highly memorable and enjoyable, and are designed to enhance emotional resilience in health professionals and their patients.

In addition to Q & A sessions in class, Dr. McRae will answer your questions during the second half of the lunch break and by email after the program concludes.